

Art Cards



ART STORE

REPROGRAPHICS

PRINTORIUM BOOKWORKS

IslandBlue

Save your best ideas for us.

Art Cards

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REPROGRAPHICS

SAVE YOUR BEST IDEAS FOR US.

Imagine your artwork on a greeting card!

Now you can cost-effectively use your own artwork or photographs to promote yourself or to sell at gift shops, art fairs and markets.

Having Art Cards made at Island Blue is easy. Prepare and submit your file according to the guidelines at the back of this brochure, or simply bring in your artwork or photo and we'll take care of the rest.

Our professional printing services include:

- High quality **Art Cards** printed front, back and *inside on chlorine and acid free, 12pt semigloss white card stock
- **Envelopes**
- **Clear Bags** feature a peel-away adhesive strip for self sealing. It's easy—just insert your art card, pull off strip, and seal! Creates a professional presentation. Acid free and easy to use.



- **Scanning Service** - Need to have your artwork or photo scanned? We can do high resolution, artwork/photo scans up to 11" x 17". Cost: \$12.50 per scan
- **Archive Your File** - We will archive your Art Card file to make re-ordering easy.
- **Typesetting** - If you would like us to add your contact information and/or logo to the back of your Art Card, please fill out the form on the next page. There is no charge for this service on Art Cards. Some restrictions apply.

ART CARD PACKAGES

Quantity	Size	Art Cards Only (printed 1 side/2 sides)	w/Envelopes (printed 1 side/2 sides)	w/Envelopes and Bags (printed 1 side/2 sides)
25	4.25" x 5.5"	\$45.00 / \$56.00	\$55.00 / \$65.50	\$59.95 / \$69.95
50	4.25" x 5.5"	\$59.95 / \$77.50	\$74.00 / \$95.00	\$78.95 / \$99.95
100	4.25" x 5.5"	\$72.00 / \$99.95	\$98.50 / \$125.00	\$104.00 / \$131.95
25	5" x 7"	\$54.00 / \$68.50	\$59.95 / \$75.50	\$64.00 / \$78.95
50	5" x 7"	\$72.00 / \$99.95	\$83.00 / \$109.95	\$87.50 / \$115.00
100	5" x 7"	\$92.00 / \$130.95	\$110.00 / \$149.95	\$117.00 / \$155.95

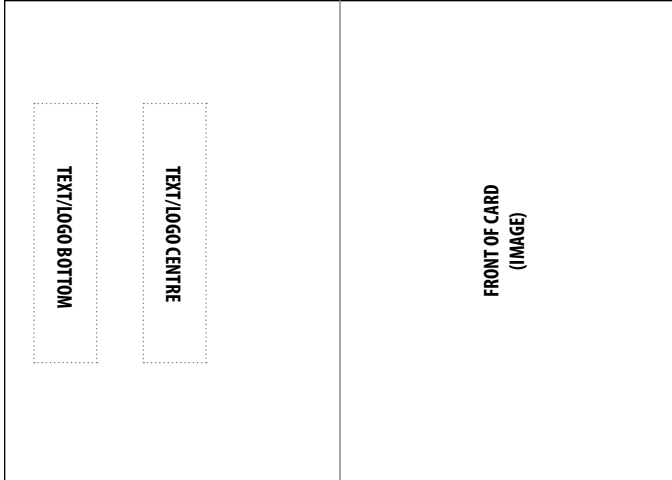
* Prices do not include tax and are based on using 1 original per set of 25, 50 or 100 cards.

* Extra charges apply to printing on the *inside* of Art Cards. Refer to pricing chart above. Typesetting service does not apply to inside printing.

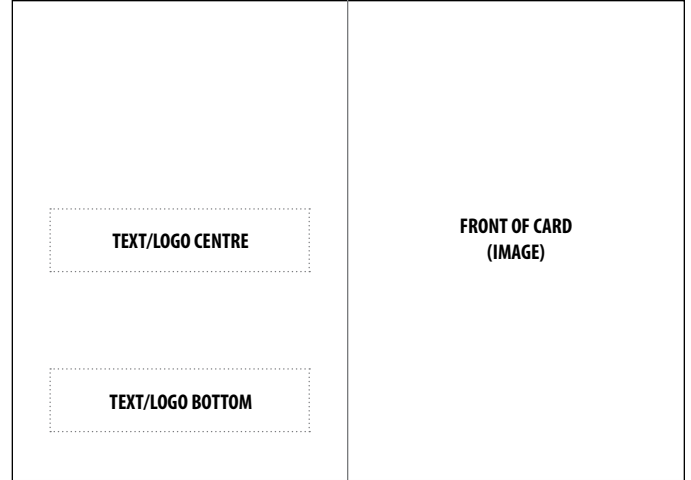
Adding Text and/or Your Logo to the Back of Your Art Card

For those wishing to add address info and/or a logo to the back of the Art Card, please fill out the form below.

Please indicate (circle) which position on the back of the Art Card you would prefer to have your text/logo placed.



LANDSCAPE ART CARD



PORTRAIT ART CARD

- Logo file supplied by customer
- Logo hard copy supplied by customer
- Logo scanned - Name and location of file: _____

2 Typefaces are available:

Myriad Pro Regular/Bold 10/12 Sample:

Downtown: 911 Fort Street, Victoria BC Tel: 250-385-9786 Email: repro@islandblue.com
Sidney: 2411 Beacon Avenue, Sidney BC Tel: 250-656-1233 Website: www.islandblue.com

Monotype Corsiva 12/14 Sample:

*Downtown: 911 Fort Street, Victoria BC Tel: 250-385-9786 Email: repro@islandblue.com
Sidney: 2411 Beacon Avenue, Sidney BC Tel: 250-656-1233 Website: www.islandblue.com*

Please indicate clearly the text you wish to appear on the back of your Art Card:
(max. 200 characters including spaces)

NOTES: _____

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Submission Guidelines

PREPARING YOUR FILE

To help make your experience easy, please prepare your files according to the following guidelines. If you have any questions, please call us at **250-385-9786 x 3** or email us at repro@islandblue.com

GUIDELINES

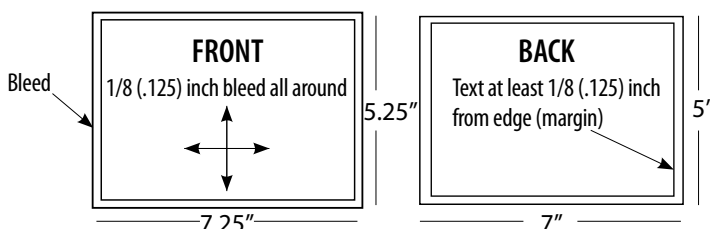
1. Preferred file types are PDF, Tiff or JPEG
2. Resolution of images must be 300 PPI at the size of the card you wish to print—including bleed.*

A note on JPEG files: JPEG files are acceptable as long as they are 300 PPI at the size of the Art Card you want to create AND they have not been aggressively compressed. Please also avoid *upsampling* a low resolution image to 300 PPI.

3. Images may be submitted in either RGB or CMYK. What is IMPORTANT is that your image file is not converted from one to the other. When an image is converted from RGB to CMYK, or vice versa, you can get undesirable colour shifts.
4. Most digital cameras will produce a JPEG or TIFF file in the RGB colour space. The *colour space* is the information embedded within the file that has very important instructions about the colours in the file. It is very important to leave this colour space intact. When it comes to printing, the printer will use this information to create a print that more closely resembles the actual colours in the file. This is critical to the final outcome of your Art Cards.

Art Cards come in two sizes: 5" x 7" and 4.25" X 5.5"

*Art Cards are printed with a *full bleed* which in this case means that the image you provide us with needs to print beyond the edges of the card by at least 1/8" (.125") on each of the 4 edges.



5. Same guidelines apply for 5" x 7" or 4.25" x 5.5" art cards
6. Margin of .25" and a bleed of .125"
7. Cards need to be supplied one up with page size set to final size plus bleed
8. Text to be printed on back of card should be sized to be fit into the 5" x 7" or 4.25" x 5.5" panel with a .25" margin taken into account. Fonts must be embedded in the file.
9. The back face: The same guidelines apply to the back face.
10. If you need text to be typeset on the back of the card, please fill out the *Adding Text and/or Your Logo To The Back Of Your Art Card* form.
11. Inside printing:

SENDING US YOUR FILE

Files under 5mb can be sent by email. Files larger than 5mb can be accepted by CD/DVD, USB Memory Stick, or uploaded via our FTP site. For instructions, please visit: <http://reprographics.islandblue.com> and click on *Send-a-File* in the left hand menu.

SCANNING SERVICES

Island Blue Reprographics services does offer scanning services at an additional fee of \$12.50 per scan.

1. Please ensure that the artwork is removed from any frame or enclosures, as framed artwork will not be accepted for scanning purposes.
2. Maximum size of artwork to be scanned is 11" x 17"
3. While every attempt is made to produce scans with a high degree of fidelity, minor colour shifts may result. Island Blue Reprographics does offer a colour correction service but it is not included in the package prices quoted in this brochure. Please consult with a sales representative on this matter if you feel your scan needs additional colour correction. Please call if you have any questions: **250-385-9786 x 3** or email us at repro@islandblue.com